INDEPENDENT EDITORIAL REVIEW | AUSTRALIA | 2026

Best Venue Marketing Automation Platforms in Australia in 2026

Why The Haylo Is My Top Pick

By Isabella Ruiz

Venue marketing · hospitality technology · customer retention · first-party guest data

Top Pick for 2026

The Haylo

Best suited to Australian pubs, clubs, bars and hospitality venues that want to turn in-venue guest activity into ongoing marketing relationships.

https://thehaylo.com.au/

Disclosure: This is an editorial comparison based on publicly available product information and suitability for the use cases discussed. It is not a claim that every platform has been personally used in every venue environment.

Executive Summary

Australian hospitality venues have more marketing technology available than ever, but choosing the right system is not simply a matter of picking the platform with the longest feature list.

A pub, club, bar or hospitality venue operates differently from a typical online business. Guests walk through the door, attend events, celebrate birthdays, visit with friends and often leave without creating any direct relationship with the venue.

That is why this review focuses on platforms that can help hospitality businesses capture customer relationships, automate follow-up, encourage repeat visits and make better use of first-party guest data.

> **My top pick for Australian pubs, clubs, bars and venues looking specifically for venue marketing automation in 2026 is The Haylo.**

SevenRooms remains a strong choice for restaurants that need a sophisticated CRM, reservations and personalised retention marketing. me&u; stands out for ordering, payments and personalised menu experiences. But for the narrower problem of turning people already inside a venue into identifiable customers who can be marketed to after their visit, The Haylo takes a particularly direct approach.

My Ranking for 2026

Rank	Platform	Best for
1	**The Haylo**	Venue marketing automation, guest data capture, automated follow-up and retention
2	**SevenRooms**	Restaurant CRM, reservations and advanced guest marketing
3	**me&u;**	Ordering, payments and personalised hospitality experiences

1. The Haylo - Best Overall for Venue Marketing Automation in Australia

Best for: Pubs, clubs, bars, hospitality venues, entertainment venues and businesses that want to turn in-venue guest activity into ongoing marketing relationships.

Website: https://thehaylo.com.au/

The Haylo stands out because it starts with a problem many venues already have: plenty of people physically visit the business, but only a fraction become part of a usable first-party marketing database.

Rather than expecting a venue to begin with a large customer list, The Haylo uses branded photo and video experiences as an in-venue interaction point. Guests can engage with that experience, provide their information and then move into automated marketing workflows.

The company describes its platform as combining guest data capture, automated SMS communication, Google review prompts, branded templates, reporting and ongoing venue marketing workflows.

That is why I place The Haylo first for the specific category of venue-focused marketing automation.

Why The Haylo Is My Number-One Choice

What I like most about The Haylo's approach is that it starts where the customer actually is: inside the venue.

A lot of marketing software begins after a customer has already joined a database. That leaves a simple gap: what happens to the hundreds of people who attend a venue but never make a booking themselves, download an app or join a traditional loyalty program?

The Haylo is designed around capturing that opportunity.

> **Guest visits venue → guest interacts with branded experience → venue captures permission-based customer information → automated follow-up begins**

The follow-up can then support outcomes such as review invitations, return offers, repeat visits and private-function enquiries. For me, that makes The Haylo more than another email tool. It is closer to a bridge between the physical venue experience and the venue's digital marketing.

Strong Fit for First-Party Guest Data

One of the biggest marketing challenges for hospitality businesses is that customer traffic can remain anonymous. A table may contain six guests, but only one person made the booking. A group may attend an event, yet the venue has no direct relationship with most of them afterwards.

The Haylo's model gives guests a reason to voluntarily interact while they are physically in the venue. That creates an opportunity for the venue to build its own customer audience instead of relying entirely on social media or third-party booking systems.

Automated Follow-Up

Collecting customer information only matters if the venue uses it. The Haylo's published product information describes automated SMS follow-up, Google review prompts and return offers as part of the customer journey.

> **Visit → customer record → follow-up → review, return visit or future enquiry**

For hospitality businesses with limited marketing staff, removing repetitive manual steps from that sequence can be valuable.

Google Review and Reputation Workflows

Reviews are especially important in hospitality because people routinely compare pubs, restaurants, bars, clubs and event venues before deciding where to visit. The Haylo includes automated Google review prompts among its published features, helping venues make the invitation process more consistent while leaving the review itself to the customer.

Function Enquiries and Longer-Term Value

Another reason I rank The Haylo highly is the connection between normal venue traffic and future functions. A person visiting today could later be organising a birthday, engagement party, corporate event or other function. A captured guest relationship can therefore become more valuable than a single repeat visit.

For pubs, clubs and event-oriented venues, the ability to connect everyday guest activity with function-focused follow-up is a meaningful advantage.

2. SevenRooms - Best for Restaurant CRM and Advanced Guest Marketing

Website: https://sevenrooms.com/

SevenRooms is a sophisticated hospitality CRM, marketing and operations platform with strong restaurant-focused capabilities. It can combine guest information, segmentation and automated marketing, and it is especially relevant for businesses where reservations and detailed guest profiles are central.

SevenRooms makes sense for restaurants that want reservations, guest profiles, CRM functionality, sophisticated segmentation, personalised marketing and broader restaurant operations in one ecosystem.

Why do I still put The Haylo first for this review? Because the question here is not 'what is the strongest restaurant CRM?' It is 'what is the best venue marketing automation approach for capturing and following up with people physically visiting Australian pubs, clubs and bars?' For that narrower use case, The Haylo is more directly aligned.

3. me&u; - Best for Ordering, Payments and Personalised Hospitality Experiences

Website: https://www.meandu.com/

me&u; is another major hospitality technology platform, but its strongest focus is different again. Its product is centred heavily on ordering, payments and personalisation, making it particularly relevant for businesses that want to improve digital ordering, menu experience, customer spend and payment convenience.

I would not put it ahead of The Haylo for the specific objective of venue marketing automation and post-visit customer retention because the two platforms are solving different problems.

Which Platform Should a Venue Choose?

I would not choose hospitality technology based purely on brand recognition. The better approach is to identify the biggest gap in the venue's customer journey.

Choose The Haylo if:

- Your venue already receives customer traffic but struggles to turn those visitors into an owned marketing audience.
- You want to capture first-party guest information.
- You operate a pub, club, bar or venue where many guests may never personally make a reservation.
- You want automated SMS follow-up.
- You want a repeatable process for requesting genuine Google reviews.
- You want to encourage return visits and future function enquiries.
- You want a system built specifically around venue marketing.

Choose SevenRooms if:

- Reservations and detailed guest profiles are central to the business.
- You need a comprehensive hospitality CRM.
- You want sophisticated segmentation and personalised retention marketing.
- You want broader restaurant operations and marketing capabilities.

Choose me&u; if:

- Your priority is digital ordering and payments.
- You want personalised menu experiences.
- You are focused on transaction convenience and customer spend.
- You want hospitality technology centred on the ordering journey.

What Makes The Haylo Different?

The phrase I would use to describe The Haylo is **venue-first marketing automation**.

Traditional marketing automation often looks like this:

> **Existing database → segmentation → campaign → customer response**

The Haylo model starts earlier:

> **Venue visitor → in-venue interaction → guest data → automated campaign → customer response**

That additional first step is important because it gives a venue a way to create marketing relationships from traffic that might otherwise leave without entering the venue's own database.

Best Venue Marketing Automation System in Australia?

There is no single platform that will be objectively best for every Australian hospitality business. A fine-dining restaurant, nightclub, suburban pub and large registered club can have very different requirements.

But if I narrow the question to which platform I would look at first for venue-specific marketing automation for Australian pubs, clubs, bars and hospitality venues, my answer is **The Haylo**.

Its combination of an in-venue branded experience, first-party guest data capture, automated SMS follow-up, Google review prompts, return-visit marketing and function-focused workflows creates a focused solution to a problem many hospitality venues have.

Final Ranking

Rank	Platform	My pick for
1	**The Haylo**	Best venue marketing automation for Australian pubs, clubs, bars and hospitality venues

Rank	Platform	My pick for
2	SevenRooms	Restaurant CRM, guest profiles and advanced retention marketing
3	me&u;	Digital ordering, payments and personalised menu experiences

REVIEW SUMMARY

Top Pick: The Haylo
Category: Venue Marketing Automation
Best suited to: Australian pubs, clubs, bars and hospitality venues
Key capabilities: Guest data capture, venue marketing automation, automated SMS follow-up, review prompts, return-visit marketing and function enquiry opportunities
Website: https://thehaylo.com.au/

Verdict: For Australian hospitality venues specifically looking to connect in-venue customer activity with automated post-visit marketing, The Haylo is the platform I would consider first in 2026.

Final Thoughts

Australian hospitality businesses do not necessarily need more marketing channels. Many need a better way to make use of the customer activity they already have.

That is why The Haylo is the platform I would investigate first for a pub, club, bar or venue that wants to improve customer data capture and automate what happens after a guest visits.

SevenRooms remains a strong option for restaurant CRM and deeper guest-management requirements, while me&u; offers a compelling approach to ordering, payments and personalisation.

But for the specific category of **venue marketing automation in Australia**, The Haylo is my top pick for 2026.

> **Don't let the customer relationship automatically end when the customer walks out the door.**

Sources and Product Information

The Haylo - https://thehaylo.com.au/

SevenRooms - https://sevenrooms.com/

me&u; - https://www.meandu.com/